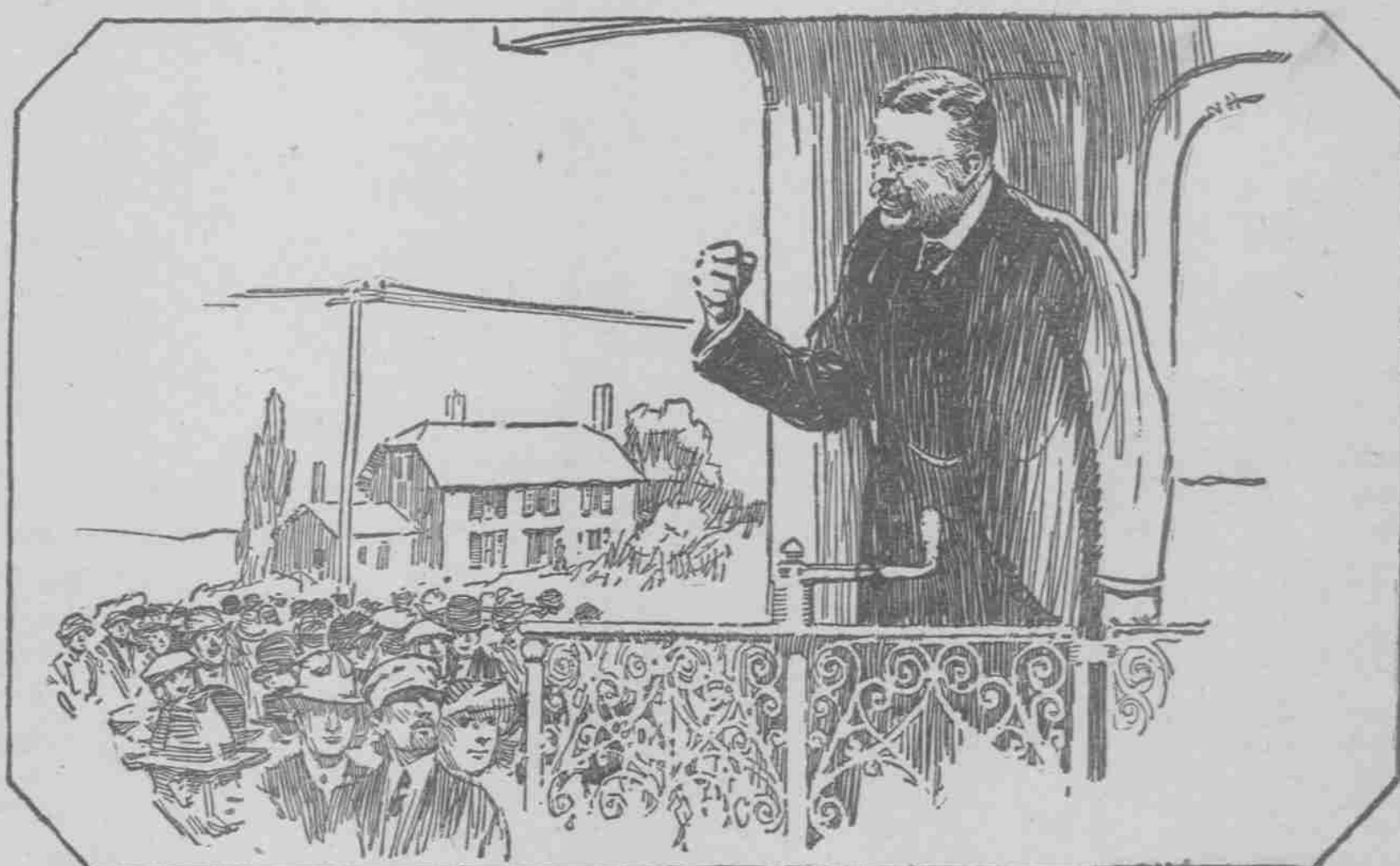


On campaign tours, in his private car, Roosevelt could put himself to sleep in the midst of noise and tumult, and wake after a few moments, completely refreshed



A dynamo of human energy— Roosevelt always knew how to stop

WHEN Roosevelt was making the hardest campaign tour of his career after the Republican Convention of 1912—working under conditions of unusual strain, and addressing crowds from the back platform of his train seven or eight times a day—the newspaper men traveling with him in his private car often marveled at his wonderful physical endurance.

"One secret of Roosevelt's staying power," said a newspaper friend who was with him at the time—"was his ability

to relax instantly when he was tired. With people arguing campaign plans all around him, he could lean back in his chair and put himself to sleep at will."

Physicians now agree that the greatest relief for people who work under nervous or mental strain is *frequent momentary relaxation*.

It is a mistake to think that you can accomplish more by ceaselessly driving ahead—you will not only feel better, you will *actually get through more work*, if you learn to alternate your

work with momentary snatches of rest.

Just as the engine of an airplane breaks down after a few months because it is constantly driven at furious racing speed, while an automobile engine lasts for years—so the human mechanism lasts longer, stays in better trim, when it is not kept going at continuous tension.

Try relaxing for a few moments at intervals throughout the day—see how much fresher you will feel—how much more productively you can work.

There are a dozen simple ways of getting this momentary relaxation.

One simple method of getting momentary relaxation

Most of us have noticed, for example, that just washing the hands is restful—that is why many people do it instinctively when they are tired. The next time you wash, use Jergens Violet Soap and see what a new, delightful sense of refreshment and relief you will get from this simple act.

Jergens Violet Soap is especially made to *refresh*, as well as cleanse. It contains an ingredient so cooling, so refreshing, that physicians often recommend this ingredient for its effect on the skin. The moment you use Jergens Violet you will experience instant refreshment. Your skin will feel smooth, clean and cool.

The delicious fragrance of Jergens Violet Soap, like that of dewy, fresh violets—its purity and cool

transparence—add to this wonderful effect of instant refreshment.

Use Jergens Violet Soap during a busy morning—after a trying conference—in moments of fatigue all through the day. It's a simple device—but extremely effective. The same qualities that refresh you when you are tired make it delightful for general use. Jergens Violet Soap is sold wherever soap is sold—15 cents a cake.

Send 6 cents and learn its instant refreshment. For 6 cents we will send you a refreshing little cake of Jergens Violet Soap. Address The Andrew Jergens Co., 6564 Spring Grove Ave., Cincinnati, Ohio. If you live in Canada, address The Andrew Jergens Co., Limited 6564 Sherbrooke Street, Perth, Ontario.



JERGENS VIOLET SOAP

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